Social Media for Researchers

Griffith University – Scholarly Information Futures
26 July 2010
Tammi Jonas
What is Web 2.0?

- Participation: no ‘special’ skills required
- Collaboration & communication
- Blogs, wikis, social networking, folksonomies, aggregators
- WordPress, Blogger, Wikipedia, YouTube, Facebook, MySpace, Flickr, del.icio.us, Twitter, Stumbleupon
Why Social Media?

• Wikis – collaboration, project management
• Blogs – writing notes in the cloud, informing, expounding, musing
• Twitter – communities of interest, conversations, information exchange
• Social bibliographic tools – bookmark in the cloud, share/discover resources
• Aggregation is essential
Purposeful collaboration
Project Management
Wiki farms

Wikipedia has a comparison page at:

• http://www.mediawiki.org/wiki/MediaWiki
• http://pbwiki.com/
• http://grou.ps
Blogs

• “Web-enabled internet log pages” = blogs
• Usually one author, though can be one organisation or simply multiple authors
• Typically focused on one issue or group of related issues
Towards a Cosmopolitan Cosmopolitanism?

Political Theory, the History of Political Thought, Cosmopolitanism, and Cosmopolitan Experiences

Pollock, Sheldon, Bhabha, Breckenridge – Cosmopolitanisms
17 April 2009 by Frank Ejby Poulsen

Work Cited

The benefits of blogging

- Reflection
- Engagement (incl. student/supervisor)
- Educating others
- Reporting to one or many
- Regular writing
- Political campaigning
- Ranting
- Grandstanding
In the beginning
I can't believe I'm doing this, but welcome to my blog. I suspect I'm just
talking to myself, which is kind of what I want from this experience. Finally,
I'll have a reflective space to type that goes everywhere I do - who cares that I
work on four different computers? With this blog, my del.icio.us, my netvibes
page and foodcult.pbwiki.com, I have all the information I need as long as
there's internet. And where there's power...
A blogger’s blues

• Privacy
• Nobody’s reading it
• People want to read it – but no time to write (tyranny of the audience)
• Loss of focus
Tyranny of the audience

• Perhaps blogging isn’t your thing?
• Decide on your priorities – remember your blogging aims (is it for you or others?)
• Set aside a regular time to blog – not a time when you are usually exhausted
Loss of focus

• Is the blog still serving the purpose you intended?
• Do you care?
• Does your audience care? (If it’s your supervisor, the answer is probably ‘yes’!)
Setting up your own blog

• Wikipedia has comparisons of different hosts:

• The two most common are:
  – http://www.blogger.com/
  – http://wordpress.com/
Folksonomies

• A user-generated taxonomy
  – Collaborative tagging
  – Social classification
  – Social tagging
  – Social bookmarking
  – Social indexing

http://arcadiaproject.blogspot.com/2008_09_01_archive.html
Social bookmarking
Tagging v. filing

- Social
- Non-hierarchical
- Multiple
Benefits of social tagging

• No fixed vocab – multiple ways to ‘stumble upon’ information – bibliographic trails
• Online home for your bookmarks (‘the cloud’)
• Easy to share bookmarks (supervisor, lab partners)
• Can find a ‘community of interest/practice’
Some folksonomy sites

- Del.icio.us
- Digg
- Twitter
- Simpy
- Reddit
- Amazon
Twitter (microblogging)

- Communities of interest
- Create a profile
- Follow people
- People follow you
- Tweet
- Reply
- Retweet (RT)
- Link (tinyurl)
Twitter is a gift economy

'people who live in the intersection of social worlds are at higher risk of having good ideas'

(Burt 2003)

@Indigo_Willing: @tammois might be relevant to cosmo for you... SAGEsocialsci - http://bit.ly/9RQoVp
Hello, stuart jonas. We have recommendations for you. (Not stuart?)

stuart jonas: Wish List

Cuisine and Culture: A History of Food and People
by Linda Civitello (Author)
Price: $36.07

How We Eat: Appetite, Culture, and the Psychology of Food
by Leon Rappoport (Author)
Price: $10.85

Everyone Eats: Understanding Food and Culture
by E.N. Anderson (Author)
Price: $18.90
In defence of the twitters

'within a discussion cluster, information, beliefs and behaviours tend to become more homogenous'

‘bridgers’ discuss ideas with a wide range of people, not just the ones closest to hand. As a consequence they are more likely to be exposed to contradictory ideas and alternative practices'

(Mewburn 2010)
Aggregation

• Tabbed browsers are not enough!
• Feed aggregators (Google Reader, Netvibes, Feedreader)
• Homepages (iGoogle, Yahoo!, MSN)
• Collaborative software (Google Groups, Sakai, Grou.ps, Blackboard, Manymoon)
• Toolbar buttons (add-ons, plugins)
Software and Tools

The University of Melbourne Library offers many tools and add-ons which can help you search, link to and use our resources.

Reference and bibliography management tools

Reference and bibliography management tools help you record, organise and use references, saving you valuable research time.

- **EndNote** - Download our recommended full-featured bibliographic management software.
- **Zotero** - Firefox users can install this free browser plugin to manage smaller reference lists.

See our **EndNote support page** for tips on migrating your references from Zotero or other tools into EndNote.

**Search tools**

- **LibX UniWeb toolbar** - Install this handy toolbar into Firefox or Internet Explorer to search from anywhere.
- **Google Scholar** - set your preferences on your home computer so that Google Scholar can highlight UniMelb licensed articles and books.

**Link to online articles and resources**

- **OpenURL Generator** - create permanent links to online articles and journals.
- **Bookmark this** - save Catalogue records to your favourites, del.icio.us or email them.
Further reading for nerds like me…

• Michael Wesch, Digital Ethnographer
  – http://mediatedcultures.net/ksudigg/
  – http://www.youtube.com/user/mwesch

• 43Folders
  – http://www.43folders.com/

• WWWtools for Education

• *Distraction* by Damon Young